

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1: (currently amended): An automated print order system for ~~institutional business cards and~~ stationery products, said automated print order system comprising:

a company-tailored prototypical product record comprising a template that defines the placement and typography of a plurality of information elements for printing on a company-tailored business ~~card or~~ stationery product;

one or more predeterminable profiles defining user-indicative and company-indicative content for one or more of the informational elements provided by the template;

an internet-accessible ~~purchasing~~ interface that ~~allows~~enables a company representative to perform profile management functions, such as specifying and modifying the company-indicative content of said predeterminable profiles, and to perform order processing functions, said order processing functions being comprised of generating a pre-press product automatically incorporating said predeterminable profile into said company-tailored business stationery product; and

an internet-accessible requestor interface that ~~allows~~enables a user to select one of said ~~one or more~~ predeterminable profiles, to submit a print~~select and order for~~ a company-tailored business ~~card or~~ stationery product to be printed according to the company-tailored prototypical product record and the selected predeterminable profile, ~~and to submit a print order for the selected company-tailored business card or stationery product,~~ wherein the requestor interface ~~prevents~~does not enable the user ~~from~~to modifying the typography of any information to be

printed on the company-tailored business card or stationery product and from modifying at least a portion of the company-indicative information of said selected predeterminable profile, and wherein said requestor interface further comprises a server-side scripting implementation which incorporates a logon security protocol.

Claim 2 (original): The automated print order system as recited in claim 1, wherein said pre-press product comprises a direct-to-plate command set.

Claim 3 (currently amended): The automated print order system as recited in claim 1, wherein the requestor interface allows~~enables~~ a user to select only those products for which company-tailored prototypical product records have been developed.

Claim 4 (previously presented): The automated print order system as recited in claim 1, wherein the user-indicative information includes the user's name and title.

Claim 5 (cancelled).

Claim 6 (previously presented): The automated print order system as recited in claim 4, wherein the user's title is pre-authorized title selected from a drop-down menu.

Claim 7 (currently amended): The automated print order system as recited in claim 1, wherein said order processing functions are~~being~~ further comprised of selectively authorizing generation of said pre-press product.

Claim 8 (currently amended): The automated print order system as recited in claim 7, wherein said order processing functions ~~are being~~ further comprised of modifying said predeterminable profile.

Claim 9 (currently amended): The automated print order system as recited in claim 7, wherein said order processing functions ~~are being~~ further comprised of modifying the user's print order.

Claim 10 (currently amended): The automated print order system as recited in claim 7, wherein said order processing functions ~~are being~~ further comprised of deleting the user's print order.

Claim 11 (currently amended): The automated print order system as recited in claim 7, said automated print order system further comprising a server site for hosting said requestor interface and said purchas~~er~~ing interface.

Claim 12 (currently amended): The automated print order system as recited in claim 11, wherein said server site is resident upon and is accessible from any operable node on the World Wide Web.

Claim 13 (cancelled).

Claim 14 (cancelled).

Claim 15 (cancelled).

Claim 16 (previously presented): The automated print order system as recited in claim 7, wherein the order processing function further comprises a batch function, said batch function being adapted to control the generation of said pre-press product.

Claim 17 (currently amended): The automated print order system as recited in claim 16, wherein said automated print order system is adapted to store the user's order in an order data table, said order data table comprising elements to reference one of said predeterminable profiles.

Claim 18 (currently amended): The automated print order system as recited in claim 17, wherein said batch function is further adapted to import information from one of said predeterminable profiles into a batch table according to said reference elements of said order data table, said batch table thereafter comprising a complete specification for said company-tailored business stationery product.

Claim 19 (currently amended): The automated print order system as recited in claim 18, wherein said batch function is further adapted to format said specification for said company-tailored business stationery product into a pre-press product compatible specification.

Claim 20 (currently amended): The automated print order system as recited in claim 19, wherein said company-tailored business stationery product comprises a business media selected from the group consisting of:

- letterhead;
- business card;
- envelopes;
- writing pads;
- address cards;
- and mailing labels.

Claim 21 (currently amended): The automated print order system for ~~institutional business cards and~~ stationery products, said automated print order system comprising:

- a computerized representation of a set of printable stationery products;
- customized templates corresponding with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;
- predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;
- a requestor interface for entry of a print order by a user associated with the specific organization, the requestor interface being adapted to ~~allowenable~~ the user to select a stationery product from the set of printable stationery products, the requestor interface being further

adapted to ~~allow~~enable the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which ~~prevents~~does not enable the user ~~from~~to ~~define~~ing or ~~modify~~ing the organization-identifying informational content to be printed on the stationery product and wherein said requestor interface further comprises a server-side scripting implementation which incorporates a logon security protocol; and

a processor interface for fulfillment of the user's print order, said processor interface being adapted to automatically generate a pre-press product incorporating both the predefined informational content for the common informational elements of the customized templates and the informational content from the user-defined or user-selected profile.

Claim 22 (currently amended): The automated print order system of claim 21, wherein the templates are customized for a business organization.

Claim 23 (previously presented): The automated print order system of claim 22, wherein one of the common informational elements comprises graphical representation of a business organization logo.

Claim 24 (previously presented): The automated print order system of claim 23, wherein the processor interface is adapted to process the user's print order by merging the defined or selected profile with the template of the selected stationery product to automatically generate the pre-press product.